

FILES

File 16:Gale Group PROMT(R) 1990-2003/May 29
 (c) 2003 The Gale Group
 File 47:Gale Group Magazine DB(TM) 1959-2003/May 26
 (c) 2003 The Gale group
 File 148:Gale Group Trade & Industry DB 1976-2003/May 28
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Set	Items	Description
S1	4868114	(SOFTWARE OR PROGRAM OR PROGRAMMING OR PLUG-IN)
S2	2020659	(INCENTIV? OR FREE)
S3	1315195	(TRY OR TRYING OR TRIES)
S4	155413	S1 AND S2 AND S3
S5	3457	S4 AND (SOFTWARE (5N) (TRIES OR TRIED OR TRY OR TRYING))
S6	833	S5 AND ((DOWNLOAD? OR DISTRIB?) (4N) SOFTWARE)
S7	562	S6 NOT PY>1999
S8	54	S7 AND (INCENTIV?)
S9	0	S8 AND (REAL-TIME)
S10	4	S8 AND (REALTIME OR (REAL () TIME))
S11	154331	((DOWNLOAD? OR DISTRIB?) (4N) SOFTWARE)
S12	15318	S11 AND (PROMOT?)
S13	2026	S12 AND ((INCREAS? OR ENCOURAG?) (5N) (USERS OR SALES OR C- ONSUMERS OR CUSTOMERS))
S14	53	S13 AND ((TRY OR TRYING OR TRIED OR TRIES) (5N) SOFTWARE)
S15	43	S14 NOT PY>1999
S16	32	RD (unique items)
S17	4785	S11 AND (OFFER? (5N) FREE)
S18	349	S17 AND (FREE (5N) (PURCHAS? OR BUY?))
S19	301	S18 NOT ((INCREAS? OR ENHANC? OR ENCOURAG?) (6N) (SALES OR PROFIT?))
S20	176	S19 NOT PY>1999
S21	131	RD (unique items)

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TS21/9/11

21/9/11 (Item 11 from file: 16)

DIALOG(R) File 16:Gale Group PROMT(R)

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06646705 Supplier Number: 55792935 (THIS IS THE FULLTEXT)

Chumbo.com Enhances Its Offering With Free Gift Certificates and Hot New Features; Experience Online Giving Free of Charge At the Chumbo.com Software Store.

Business Wire, pl422

Sept 20, 1999

Language: English Record Type: Fulltext

Document Type: Newswire; Trade

Word Count: 578

TEXT:

MINNEAPOLIS, Minn.--(BUSINESS WIRE)--Sept. 20, 1999--

Chumbo.com, a pioneering e-commerce company that serves as a 24-hour resource for software, computer related books and DVDs on the Web, today announced the availability of electronic gift certificates at its online store. To celebrate the premier of the added feature, Chumbo.com is offering free \$10 electronic gift certificates that can be shared with computer-savvy family, friends, and colleagues -or enjoy the savings by sending one to yourself.

Accessible at www.chumbo.com, gift certificates will be available to all Chumbo.com visitors for one week only and can be redeemed for seven days from the date of delivery. Arriving in time for the holiday season, gift certificates can be purchased for any amount from \$5 to \$300 and delivered immediately via email, providing a smart alternative for the last-minute shopper. The given amount is stored in electronic memory and can be used in variation until the total has been spent.

"The electronic gift certificates use proprietary technology developed by Chumbo.com," said Simon Fletcher, Chief Technology Officer for Chumbo Holdings Corp., parent company of Chumbo.com. "The gift amount is encrypted into a short claim code and then emailed to the recipient. When entered at the Chumbo checkout, this claim code is referenced by our systems to credit against any purchase."

"The free gift certificate offer provides an opportunity for shoppers to experience the ease of online giving," said David Prais, President of Chumbo.com. "Customers can simplify their holiday shopping by giving the gift of technology with only a few key strokes. With more than 15,000 software titles, books and DVDs, it would be difficult to choose a more appropriate gift for anyone with a PC."

Chumbo.com has established itself as the consumer's choice for online software buying by providing cutting-edge features that enhance the online shopping experience. Along with the gift certificate option, the Chumbo.com site has additional new features, including:

-- The Chumbo.com Rebate Center, which provides a complete listing of rebates available for merchandise throughout the store's inventory. Rebates of up to \$100 are showcased in the Center, including offers that make software free of charge after mail-in rebate.

-- The New Release Calendar gives a schedule of release sorted by both date and publisher. Customers can pre-register for software selections and have the most recent titles before they hit the shelves.

-- Free registration for the Chumbo.com Newsletter allows customers to receive the latest software news and reviews. Readers get the real scoop on software from customers who have purchased titles from Chumbo.com.

"The success of Chumbo.com has been a direct result of the benefits we provide our customers," said David Prais, President of Chumbo.com. "The Internet has moved to a service-intensive environment, and we have adapted

by developing our capabilities to meet the needs of our customers."

About Chumbo.com

Chumbo.com is a 24-hour resource for consumers and corporate clients to purchase software, DVDs and computer-related books. Uniquely, the online retailer provides an alternative channel of distribution for independent software vendors (ISVs) and an optional distribution method for PC Original Equipment Manufacturers (OEMs). Chumbo.com came into existence because its founders, David Prais and Tim Burton, recognized the inefficiencies that the software retail system breeds. Chumbo Holdings Corporation, an Internet commerce company, is the parent of Point Group Corp. and Chumbo.com. Chumbo.com can be found on the World Wide Web at www.chumbo.com.

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PUBLISHER NAME: Business Wire

COMPANY NAMES: *Chumbo.com

INDUSTRY NAMES: BUS (Business, General); BUSN (Any type of business)

SPECIAL FEATURES: COMPANY

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TS16/9/4

16/9/4 (Item 4 from file: 16)

DIALOG(R) File 16:Gale Group PROMT(R)

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04338080 Supplier Number: 46362282 (THIS IS THE FULLTEXT)

America Online And Online Interactive Announce First Electronic Software Download Store on AOL.

Business Wire, p5061067

May 6, 1996

Language: English Record Type: Fulltext

Document Type: Newswire; Trade

Word Count: 722

TEXT:

SEATTLE--(BUSINESS WIRE)--May 6, 1996--Shopping for software in a retail store can be a trying experience -- limited selection, inconvenient hours, and maddening crowds.

Online Interactive, Inc. (OLI), a leading developer of electronic commerce services, today introduced an easy alternative for computer users with the opening of its atOnce Software(TM) store on America Online (AOL).

The atOnce Software store is the first site on AOL that enables its members to purchase and download software directly to their personal computers. The atOnce store is launching with more than 500 popular software products (keyword: atOnce), with thousands more expected by the end of the year.

"Consumers now have more choice and flexibility in the way they buy software with the opening of atOnce Software on AOL," said Ted Leonsis, President of America Online Services Company. "For the first time, members have the capability to buy software and have it delivered directly to their desktop, without ever leaving their home or office."

Besides 24-hour access and fast delivery, atOnce Software offers unlimited "shelf space," so consumers can choose from a wide selection of quality products. The software offered ranges from major business applications to games and screen savers. Consumers will recognize familiar programs from companies such as Intuit, Starfish, Wizard Works, Softsource, T/Maker, and Second Nature.

In addition, atOnce Software offers many products not typically found in retail stores, such as Village Software(R)'s FastAnswer(R) line of financial applets for Microsoft Office, Lotus SmartSuite, and Corel WordPerfect Suite. The atOnce Software store also offers a 30-day, money-back guarantee to ensure customer satisfaction.

The atOnce Software concept is an ideal channel for software publishers who have been constrained by traditional distribution methods. Through digital distribution, publishers can virtually eliminate the lengthy time-to-market problem. Publishers can also offer low price-point software that before now had to be bundled with other programs to secure shelf space. Because atOnce is an authorized software reseller, software publishers using the atOnce download channel avoid competing with their own existing sales network.

The atOnce Software store was created by the founders of Online Interactive, Tim Choate and John Ballantine who developed the first electronic distribution software store in a previous venture. "Digital distribution of software is an incredible quick-to-market tool for software publishers to reach consumers easily and inexpensively," said John Ballantine, Executive Vice President of Online Interactive. "OLI provides a complete package for software downloading at no cost to the publisher. In addition, our presence on all major networks and the Internet provides maximum marketing exposure and a sure way to increase sales."

Because digital distribution delivers products directly to the

consumer, not only are software prices competitive with retail outlets, but consumers can buy software long before it appears in retail stores. When a publisher signs on with OLI, atOnce has the capability to put the software on sale within hours of receiving it. Since atOnce Software is an effective venue for software publishers to provide promotional opportunities, consumers will also be treated to special offers, beta testings and "light" versions.

America Online, Inc., (NASDAQ: AMER), based in Vienna, VA is the largest and fastest growing provider of online services in the world with the most active subscriber base. AOL offers its 5 million subscribers a wide variety of services, including electronic mail, conferencing, software, computing support, interactive magazines and newspapers and online classes, as well as easy and affordable access to services of the Internet. AOL has a global workforce consisting of more than 4,000 people. Founded in 1985, AOL has established strategic alliances with dozens of companies, including Capital Cities/ABC, Viacom, Bertelsmann, Hachette, IBM, Compaq and American Express. Personal computer owners can obtain America Online software at major retailers and bookstores, or by calling 800/827-6364.

Online Interactive, Inc. is the electronic commerce leader in the development of online marketing and shopping services. The company specializes in the implementation of new electronic distribution technologies, including encryption download capabilities and secure credit card processing. Headquartered in Seattle, Online Interactive's mission is to develop intelligent electronic marketing concepts which provide immediate value to both consumers and marketers.

To try atOnce Software, visit the following site location: AMERICA ONLINE.....keyword: atOnce

CONTACT: Online Interactive

John Ballantine, 206/443-1933

or

America Online

Margaret Ryan, 703/918-1625

or

Technology Solutions PR

Jennifer Sandretto, 408/280-6000 Ext. 211

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PUBLISHER NAME: Business Wire

COMPANY NAMES: *America Online Inc.; Online Interactive

EVENT NAMES: *240 (Marketing procedures); 360 (Services information)

GEOGRAPHIC NAMES: *1USA (United States)

PRODUCT NAMES: *7372000 (Computer Software); 4811500 (Specialized Telecommunication Services)

INDUSTRY NAMES: BUS (Business, General); BUSN (Any type of business)

NAICS CODES: 51121 (Software Publishers); 51331 (Wired

Telecommunications Carriers)

TICKER SYMBOLS: AOL

SPECIAL FEATURES: LOB; COMPANY

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